

## Message Text

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PAGE 01 STATE 184874

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ORIGIN COME-00

INFO OCT-01 EA-07 ISO-00 EB-05 RSC-01 /014 R

66617

DRAFTED BY: COM/BIC/OIM/LPSILLOWAY/SIN/238

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R 222150Z AUG 74

FM SECSTATE WASHDC

TO AMEMBASSY SINGAPORE

UNCLAS STATE 184874

E.O. 11652: N/A

TAGS: BEXP, SM

SUBJECT: OIM MARKET RESEARCH - BID REQUEST INSTRUCTION:

SHIPBUILDING AND SHIP REPAIR INDUSTRY EQUIPMENT

REF: STATE A-4226 AND PREVIOUS

1. MARKET RESEARCH SPECIFICATIONS ENCLOSED WITH REF AIRGRAM INSTRUCT RESEARCH FIRM TO MAKE RECOMMENDATION AS TO THE TYPE OF TRADE PROMOTION EVENT MOST SUITABLE TO THE PRODUCT THEME (PAGE 6, I,A,2) AND TO IDENTIFY MAJOR PROSPECTIVE CUSTOMERS AND PRINCIPAL POTENTIAL AGENTS AND DISTRIBUTORS FOR THE PRODUCT CATEGORY (PAGE 6,I,D).

2. OIM FAVORS EVENT OUTSIDE USRTC BECAUSE OF GREATER IMPACT AND OPPORTUNITIES FOR DISPLAYING MACHINERY THAT SUCH AN EVENT WOULD ALLOW. HOWEVER, OIM UNCERTAIN AS TO WHETHER OR NOT THE END-USER, REPEAT END-USER, UNIVERSE IS LARGE ENOUGH TO WARRANT A 40 PARTICIPANT EVENT OUTSIDE THE TRADE CENTER AS SUGGESTED BY EMBASSY PTR.

3. FURTHER, STEIN/ENGLEBRECHT/WILLOWAY CONVERSATION JULY 12 RE FY-76 EVENT SCHEDULE REVEALED USRTC MANPOWER RESOURCES MAY UNCLASSIFIED

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NOT BE ADEQUATE TO STAGE MAJOR USRTC-SUPPORTED EVENT IN JULY.

FURTHER, REGARDING THE CURRENT PROPOSED ALTERNATIVE OF THE RTC ON-SITE, LIMITATIONS MIGHT REDUCE EXHIBITION EVENT IN THIS THEME TO SMALL EQUIPMENT CATALOGS, GRAPHICS AND MODELS.

4. IN VIEW OF THESE CONSIDERATIONS, REQUEST THAT POST STRESS THE IMPORTANCE TO P.A. MANAGEMENT OF FOLLOWING TWO POINTS IN THEIR MARKET RESEARCH STUDY: SPECIFICALLY, (A) OIM REQUESTS SIZE (NUMBER) OF END-USERS UNIVERSE FROM WHICH USRTC COULD DRAW TO ATTRACT DECISION MAKING AUDIENCE TO EITHER OUTSIDE OR INSIDE VENT; AND (B) RECOMMENDATION AS TO WHETHER A 40 PARTICIPANT EXHIBITION OUTSIDE THE TRADE CENTER OR A 12 PARTICIPANT TRADE CENTER EXHIBITION WOULD BE ADVISABLE. IF NEITHER TECHNIQUE CONSIDERED FEASIBLE, CONTRACTOR COULD CONSIDER TRADE MISSION, CATALOG SHOW OR TECHNICAL SEMINAR AS ALTERNATIVE METHOD OF PROMOTING THEME. KISSINGER

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 22 AUG 1974  
**Decaption Date:** 01 JAN 1960  
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**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Enclosure:** n/a  
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